Rep Order# EC'd Yes 6830213 Ver# 2

Advertiser Product

Estimate#

NEIL WILLIAMS

Agency C/P1/P2/E Flight Dates

08/08/2012 - 08/14/2012

Hiatus Weeks

Agency

() STRATEGIC MEDIA SVCS 3299 K STREET NW SUITE #200 WASHINGTON, DC 20007

Station KSNV-TV LAS VEGAS, NV.
Advertiser ().HELLER FOR SENATE
Product HELLER FOR SENATE

Fax# Phone# Buyer

Status Returned

Traffic Order# 103613

Showing Buylines: All Lines Last Received: Printed:

06/27/2012 9:35 AM 06/27/2012 6:56 AM

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w

Rep Firm Sales Office (Salesperson (

) PHILADELPHIA) AMY MCCREARY

Salesperson FAX# Salesperson Phone# 215-568-6540 215-568-1845

-- CONTRACT COMMENT --

- REMARKS -

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W-F Buyl	TV Buyl	W, F Buyl	TH Buyl	W Buyl	M Buyl	M-TO Buyl	W-F Buyl	Day
7P-730P Buyline Comment: WHEEL	5P-630P Buyline Comment: NEWS	5P-630P Buyline Comment: NEWS	7A-9A ine Comment	6A-7A Buyline Comment: NEWS	6A-7A Buyline Comment: NEWS	ປ 5A-6A Buyline Comment: NEWS		Time
WHEEL	: NEWS	NEWS	7A-9A Buyline Comment: TODAY SHOW	: NEWS	NEWS	: NEWS	NEWS	Program
:30	:30	:: :3 0	: 30	:30	:30	: 30	: 1 30	Len
\$1,000.00	\$1,000.00	\$1,000.00	\$1,400.00	\$700.00	\$700.00	\$400.00	\$400.00	Rate
08/08-08/10	08/14-08/14	08/08-08/10	08/09-08/09	08/08-08/08	08/13-08/13	08/13-08/14	08/08-08/10	Dates
ω	Н	N	ш	н	Н	N	ω 	Spots/Week
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ω	щ	N	1	ב	ц	12	ω	
\$3,000.00	\$1,000.00	\$2,000.00	\$1,400.00	\$700.00	\$700.00	\$800.00	\$1,200.00	Total Cost
								Daypart

2 of 3

Daypart

EC'd Yes Station KS Advertiser (Product Estimate# Buyer Phone# Fax# LT Ln 110 12 13	KSNV-TV LAS VEGAS, NV. () HELLER FOR SENATE HELLER FOR SENATE NEIL WILLIAMS Day Time Program	Agency () STRA 3299 K. STREI WASHINGTC Agency C/P1/P2/E Flight Dates 130 130 130 130 130 130 130 130 130 130	Showing () STRATEGIC MEDIA SVCS 3299 K STREET NW SUITE #200 WASHINGTON, DC 20007 PI/PZ/E :30 Rate :30 \$1,000.00 0 :30 \$1,000.00 0 :30 \$1,000.00 0 :30 \$350.00 0	Last Received: Obj. Showing Buylines: All Lines A SVCS #2000 #2012 Dates Dates 00 08/13-08/14 2 08/08-08/08 1 08/11-08/12 2 08/11-08/12 1 08/11-08/11 1 08/12-08/12 1	Rep Firm Sales Office Salesperson I Salesperson I Salesperson I	1 Kith 14 B) PHILADELPHIA) AMY MCCREARY # 215-568-6540 215-568-1845 Total Total Spots 2 \$2,00 1 \$800 1 \$1,30 2 \$1,30 1 \$1,50	YHIA YEARY Total Cost 70tal Cost 22,000.00 \$2,000.00 \$1,300.00 \$1,300.00 \$1,500.00 \$350.00
X#	Time	Len	Rate	Dates		₩ ₽ ₽ ₽ 1.th	Total Spots	Total Cost
9	 7P-730P uyline Comment:	:30	\$1,000.00	08/13-08/14	N 	Į.		\$2,000.00
10	730P-8P Buyline Comment:	:30	\$800.00	08/08-08/08	н	₽	Н	\$800.00
11	12A-1230A uyline Comment:	:30	\$1,000.00	08/08-08/09	2	戸	Ν.	\$2,000.00
12	5P-630P yline Comment:	:30	\$650.00	08/11-08/12	N	Н	N	\$1,300.00
13	11P-1135P Buyline Comment:	:30	\$1,500.00	08/12-08/12	Н	ᅭ	Ч	\$1,500.00
<u>, 1</u> 45		:30	\$350.00	08/11-08/11	Щ	l-1	Ъ	\$350.00
* U	Buyline ation Re	- NO SUN TOD	88	08/12-08/12	ц	₽	1-7	\$625.00
T.	W-F 730P-8P Buyline Comment: OLY ZONE	: 30	\$750.00	08/08-08/10	щ	Р	Н	\$750.00
17	W-F 430A-459A Buyline Comment: NEWS	: 30	\$150.00	08/08-08/10	N	₽	Ю	\$300.00
18	TU 12P-1230P Buyline Comment: NEWS	: 30	\$425.00	08/14-08/14	l- ₇	Ч	Н	\$425.00

Report Totals: 28 / \$20,850.00	#	Station KSNV-TV LAS VEGAS, NV. Advertiser () HELLER FOR SENATE Product HELLER FOR SENATE	Rep Order# 6830213 Ver# 2 Status Returned EC'd Yes
	Agency C/P1/P2/E Flight Dates 08/08/2012 - 08/14/2012 Hiatus Weeks	Agency () STRATEGIC MEDIA SVCS 3299 K STREET NW SUITE #200 WASHINGTON, DC 20007	Traffic Order# 103613 Printed: 06 Last Received: 06 Showing Buylines: All Lines
	Salesperson Phone# 215-568-6540 Salesperson FAX# 215-568-1845	Rep Firm Sales Office () PHILADELPHIA Salesperson () AMY MCCREARY	06/27/2012 9:35 AM · 3 06/27/2012 6:56 AM I Lines

3 of 3

Aug 12: 28 / \$20,850.00						
Station Totals: 28 / \$20,850.00						
Lines not sent/rcld/rtrn: 0 / \$0.00						
—COMPETITIVE—						
Market Totals	\$90,652	CATV	%	KBLR	₩	KINC
		KTNV	18 18 18	KTUD	o/• □	KVCW
		XXXX	%			
—COMPETITIVE COMMENTS—						
NEW ORDER						
EST SHARES						

w 0

KLAS KVMY

ω 41 90 %

KVVU KSNV

15%%

-SALES MONTHLY TOTALS-

-- CREDIT RISK --CASH IN ADVANCE

Demos Books

RA35+ NOV12